Case Study: Cloud Serverless Analytics

Problem Statement:

- Customers are registered from different systems and may be duplicated.
- Customers orders from multiple channels and transactions are stored in different systems.
- Customer provides their feedback via different channels

Benfitts:

- Scalable, NoCode/Low code implementation.
- Reliable, Maintainable

Outcome:

- To drive an integrated O2O (offline to Online) customer experience.
- 360 customer view, unified customer profile
- Agility with customer segmentation, journeys
- Relevant, personalized, better understanding to inform Loyalty in future
- Customer Service More efficient integrated systems, customer self-help assisted by AI.
- Higher customer satisfaction
- Strong customer engagement & retention

Architecture Diagram

Technical Architecture using AWS cloud Services